

## Official Highway Map 1989-90

**MISSOURI**  
ON THE MOVE



Greetings!

Welcome to Missouri, a dynamic state on the move. We're a diverse area offering a variety of activities, lifestyles and sonorities. And the state highway system is one of the best in the nation.

Missouri is home to major industries, colleges, universities and professional sports teams. Ours is a vibrant and productive state developing tomorrow's leaders in business, government and work ethics. Our people are friendly. Our agriculture is healthy. Our cities are clean and beautiful. Our people are friendly. Our people are friendly.

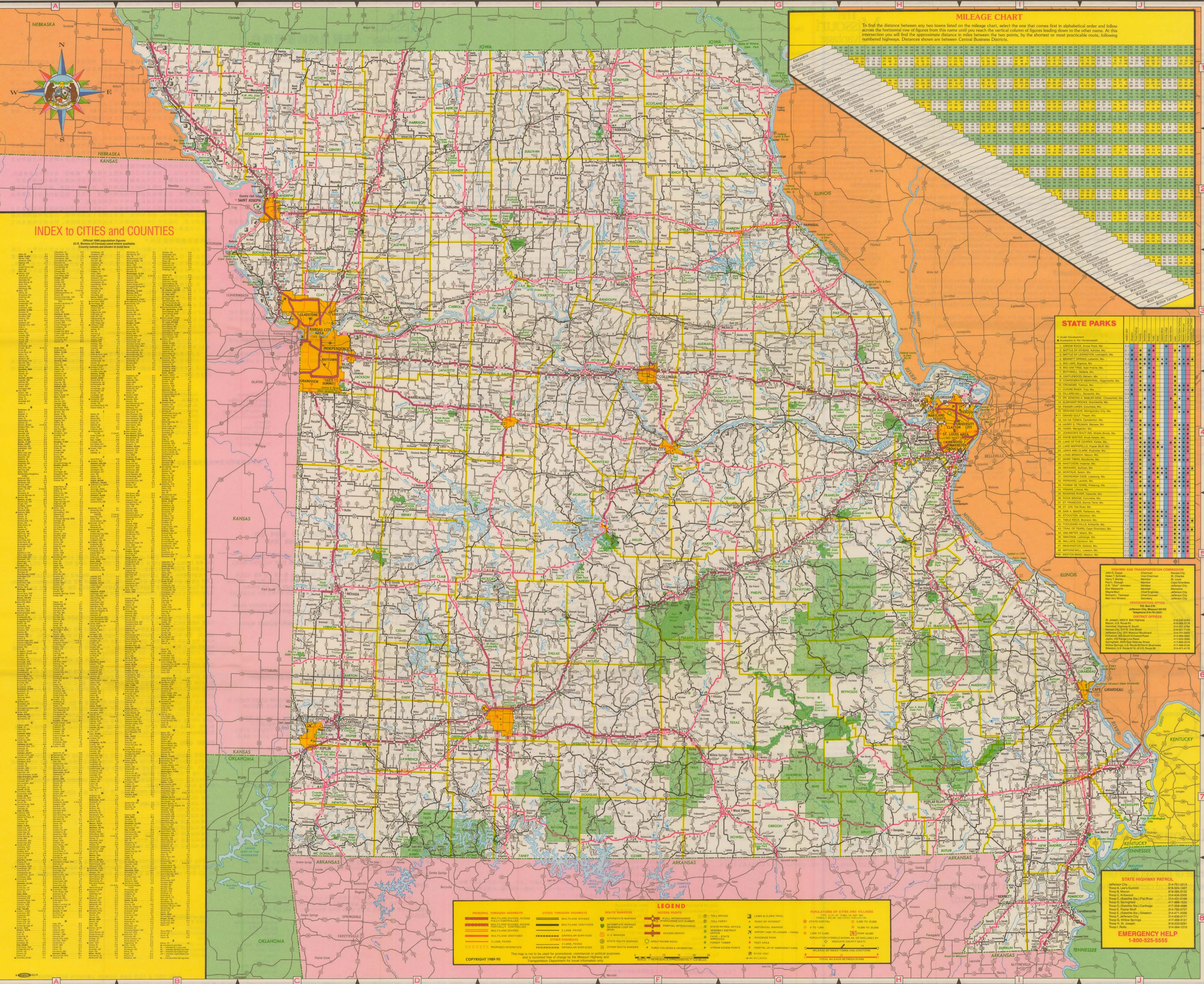
Missouri offers many unique and interesting attractions for both those who live here and those who visit. From the beauty of our state parks to the bustle of our cities, from the quiet beauty of our rural areas or the hustle and bustle of big cities, our state offers something for everyone.

Please drive safely, and enjoy your passage through Missouri. Show Me State! We're a great place to live and conduct our future. Missouri truly is a state that's on the move!

Sincerely,

*John Ashcroft*

Governor



# The Missouri Advantage

Missouri has a long and proud tradition as a center for U.S. commerce, industry and education. Today, Missouri is a vibrant and productive state developing tomorrow's ideas and industries on the solid, stable foundation of traditional America.

Missouri is the third largest producer of automobiles and a leader in aerospace and electronics, with two of the nation's largest defense contractors headquartered here. Missouri is the acknowledged leader in today's agricultural technology, home to the largest biotechnology research center in the nation.

The key to Missouri's growth and development is The Missouri Advantage. Missouri state government and its people know what it takes to be competitive in an expanding global marketplace.

A Missouri location offers virtually any company these competitive advantages:

- strategic central location in the heart of America
- attractive communities
- a broad industrial and commercial base
- excellent transportation
- low and equitable tax structure
- a skilled, productive and stable labor force
- a high quality of life at surprisingly affordable cost

Let us show you how The Missouri Advantage keeps the cost of doing business low and the opportunities for success high.

## MOBILITY

Whether a company industrial goods, retail goods or consumer services, Missouri's superb transportation network quickly and efficiently ties businesses and industries to markets and resources throughout the nation.

• The seventh largest highway system in the nation offers coast-to-coast access by truck. Two of the nation's top trucking centers are located here.

• Kansas City, St. Louis rank as the second and third largest rail terminals in the U.S. Daily scheduled rail service offers shippers less than two-day service to most coastal cities.

• Two international airports offer more than 1,000 daily departures. And over 150 public use air terminals provide excellent passenger and freight services.

• Eleven port districts with over 1,000 miles of navigable waterway provide easy barge access to the nation's major rivers and domestic and international port cities.

• America's major high-speed, high-volume, low-cost fiber optic voice and data transmission networks emanate from Missouri—reaching throughout the country from the nation's population center.

Missouri also means a location in the Central Time Zone, which effectively expands the business day to the east and west coasts.

## PRODUCTIVITY

Missouri workers are educated, dependable, productive and adaptable. The state's agricultural heritage has implanted a strong work ethic in its people: a commitment to a full day's work for a full day's pay—and to getting the job done the first time.

Virtually the entire Missouri labor force has completed high school with 18% having at least four years of college. The state's substantial and diversified industrial and commercial base and availability of a qualified, competent work force for almost any type of business.

To help companies find just the right workers, Missouri operates the nation's most sophisticated labor recruitment, screening and testing system. The Missouri Customized Training Program also can cover up to 100% of the costs of training or re-training workers to the exact specifications of the employer.

## PROFITABILITY

Missouri's tax structure offers any corporation the most favorable business environment in the U.S. Our low corporate tax rate of 5% accounts for over 6% of all state tax revenue. And Missouri has not adopted nationwide or worldwide unitary tax assessment—only income earned in Missouri is taxed. Missouri also is one of

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Base Maps Provided Courtesy of  
Missouri Highway and Transportation Commission

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## Missouri Market Area

- 20 states all or partly within 500 miles of Missouri
- Center of market area (Jefferson City, Missouri)
- Geographical center of the United States (Smith County, Kansas)
- Center of U.S. population 1980 (Jefferson County, Missouri)

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Let us show you how The Missouri Advantage keeps the cost of doing business low and the opportunities for success high.

We encourage you to examine The Missouri Advantage for yourself. We think you will be pleasantly surprised to find a state that is truly attuned to the needs of today's businesses and industries. A state ready and willing to put The Missouri Advantage to work for your company.

We invite you to contact us for more information on The Missouri Advantage.

For more information, call 1-800-523-1444 or write to:

The Missouri Advantage  
The Missouri Department of Economic Development  
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